OPERATION OF PROPOSED RADIO STATION AT A [illegible] COLLEGE

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I. AIMS AND PURPOSES

In nearly 200 colleges and universities throughout the country, student-operated "wired wireless" radio stations are in operation and are taking their place with dramatic clubs and campus newspapers as leading undergraduate activities. Campus radio's worth has been proven as a medium of entertainment, instruction, and artistic expression and has brought to college listeners, dissatisfied with the obvious limitations and shortcomings of 'big' commercial broadcasting, a new kind of radio fare that is designed to meet the specific needs and interests of the undergraduate.

Such a radio station would be desirable on the Amherst campus because: (a) Although no poll has been taken on the matter, observation has shown that a large percentage of Amherst students seldom, if ever, listen to the radio, due both to the lack of a station sufficiently close for clear reception and a general dissatisfaction with the type of programs offered by professional radio. Wefeel that such features as uncluttered record shows, student-faculty panel discussions, uninterrupted symphonic music, student-edited reports of local and world news, on-the-spot broadcasts of games played by Amherst teams at other colleges, and student-produced variety and dramatic shows will be enthusiastically received. (b) As a student activity, a radio station at Amherst can utilize many and diverse talents--dramatic, musical, literary, technical, and executive, to mention a few. Programs can be prepared and presented in cooperation with both academic departments and other student activities and organizations. To maintain the station, a permanent staff of from 30 to 60 students can be actively employed, giving all students the opportunity to compete for positions in the several phases of operation. (c) A campus station at Amherst can be an integrating force in campus life, bringing together students and faculty, relating academic subjects to world problems, and unifying the college community.

II. FUNCTIONS OF DEPARTMENTS

a. Station Manager: The Station Manager is directly responsible for all phases of the station's operating program and serves to coordinate the functions of the heads of the three major departments--Program, Business, and Technical. Duties of the Station Manager as president of the Association are more thoroughly dealt with in the Constitution.

b. Secretary-Treasurer: The Secretary-Treasurer will keep a record of all financial transactions, books of account, complete correspondence file, and will be responsible for all correspondence not directly concerned with the Business (Advertising) Department. Further details of the Secretary's duties are esplained in the Constitution.

c. Program Department: Although some of the larger college stations maintain separate Program and Production departments, as do the standard networks, we feel that in a small college such as Amherst it would be more efficient to combine these two basic phases of station operation into a single Program Department, headed by a Program Director. Thus the Program Department is responsible for everything broadcast by the station; it selects, writes, arranges the program material; it also includes the announcers, actors, directors, and producers who are concerned with actually putting the program on the air.

The Program Director must see that the station maintains a varied broadcasting schedule, with types of programs to suit a wide diversity of tastes. He is responsible for the daily and weekly program schedule and for the preparation of script material. All script programs must have a final check by either the Program Director or the Station Manager before they go on the the air. It is the joint responsibility of these two persons to see that all scripts are suitably editedd, are in good taste, that local commercials are not offensive, and that all matter complies with the Program Code and station policy.

A complete program log or production report must be kept accurately by the Program Department, giving complete daily details of everything broadcast by the station.

As the supervisor of production, the Program Director, assisted by a production manager, is responsible for the training of broadcasting personnel, the scheduling of announcers and performers, rehearsing and timing of script and music material, and the quality and efficiency of all broadcasting.

The Program Department will be responsible for the regular publication of a broadcasting schedule, the publication and distribution of a symphony schedule for the followers of the daily symphonic program, and will cooperate with the Business Department in the conducting of listener surveys.

d. Technical Department: Under the supervision of the Technical Director, this department must build and maintain the needed studio and transmission equipment. It is responsible for the physical appearance and operation of the studio and equipment and must follow a regular maintenance and inspection schedule. The Technical Director is in charge of training all studio engineers and should schedule his personnel so that an engineer is on duty at all times when the station is on the air.

e. Business Department: Under the supervision of the Business Manager, the Business Department must manage the financial and general business affairs of the station. If the station is to operate on a commercial basis, which would seem more practical than being wholly supported by the College, the Business Manager will be assisted by a national and a local advertising manager. Since the Secretary-Treasurer is responsible for all bookkeeping, he will work in close contact with the Business Manager and his advertising directors. The Business Department's functions will include the soliciting of local advertising, the printing and distribution of rate cards, the selling of air time to advertisers, relations with national advertising accounts, the composition of commercial copy, and listener surveys.

III. STATION CODES:

The operation of the stations three main divisions, Program, Technical and Business, will be conducted in accordance with codes set up for each of these departments. Although not incorporated into the Constitution of the organization, each of these codes will closely follow the codes now used by the Intercollegiate Broadcasting System after being compiled and approved by the Executive Board. The Program Code will cover such matters as the fairness and accuracy of news reporting, the length of commercial copy in relation to the program length, the advance 'block schedule' of each week's broadcasting, the keeping of program logs and file copies of scripts, identification of and correct representation of programs, and the compliance with all federal laws and authorities. The Technical Code will deal with standards to be met by and limitations of the broadcasting system, and the keeping of an operating log on individual transmitters. The Business Code will specify types of unacceptable advertising, allow for the regular auditing of the station's books, and state any undesirable methods of presenting commercial copy.

IV. PROGRAM OUTLINE:

A. Types of programs to be presented:

Music:

Early morning record show with GI wife mc, or mc'd by a couple.

Uninterrupted symphonic program--daily.

Dinner music (light classics) daily.

Live musical shows broadcast by Glee Club, DQ, Concert Band, Jazz combo, visiting groups from other colleges, visiting concert artists, student musicians.

Programs of recorded opera, Gilbert & Sullivan, musical-comedy, folk music, jazz, etc.

Variety:

Weekly live production from studio, featuring original script, local and visiting talent, comedy, small band.
House Party - a broadcast each Saturday afternoon from various fraternities and dorms utilizing each house's own talent, mc'd by a staff announcer.
One-man variety show from studio, using recorded music, guests, and all novel material at hand.

News:

Regular daily presentations and summaries of the highlights in campus and world news.
Weekly news analyses by guest faculty speakers.

Drama:

Original plays and story adaptations produced by students.
Transcribed dramatic shows from the networks, special releases, and dramatic recordings.

Sports:

Sports news program with prelims, summaries, coach and team interviews.
Remote broadcast of important games played by Amherst teams at other campuses.

Special Events:

On the spot broadcasting of various campus happenings--conferences, important debates, alumni gatherings, etc.

Public Service:

Student and Faculty roundtable discussions on campus and world problems.
Guest speakers.
Veterans Administration and Treasury Department transcribed programs.
Publicizing of worthy local and national campaigns.
Direct broadcast of Student Council and House Management Committee meetings.

Literary:

Weekly book and magazine review and discussion. Guest interviews with local writers and members of English department.

Quiz and Game Shows:

'Board of Experts' format using students and faculty. Quiz or 'bingo' format with listener participation.

Exchange:

Transcribed programs of various types exchanged with other colleges.
Guest appearances of performers or entire shows from other campus stations.

Other:

Rebroadcasts of outstanding or especially popular network shows, with network and station permission.
Foreign transcribed shows, such as those released by the French Broadcasting System.

C. Relation of the Station to Academic Departments of the College:

Members of the Faculty in various departments have expressed interest in the diverse ways in which campus radio stations can serve in integrating the academic community. There is no de-

partment in the college which cannot in some way benefit by the facilities of campus radio. For Example:

Dramatic Arts: Another medium of dramatic expression will be available to students in the Dramatic Arts classes; radio adaptations of outstanding dramas may be made and produced by students; recordings and transcriptions of dramatic classics will be regularly broadcast; special broadcasts may be scheduled in connection with the Masquers plays.

English: Here again is interest in the broadcasting of good dramatic material; also an outlet for undergraduate writing talent, with free rein to experiment that would not be possible in professional radio; the weekly literary program will also be presented with the cooperation of the English Department.

Fine Arts: Art critiques may be broadcast as well as reviews to stimulate interest in current exhibits at Morgan Library.

Language: Original dramatic productions may be presented by the language department on the air, as are occasionally done on the stage. Several transcribed foreign shows are available specifically for college stations use.

Music: Music of course is an important mainstay of college radio. Not only will the demand for more 'good' radio music be filled, but "required listening" material for the Music 1-2 class may be broadcast regularly. Special broadcasts may be arranged for guest artists giving concerts here. Regular appearances will be scheduled for Amherst's own musical groups, and for similar groups from other colleges.

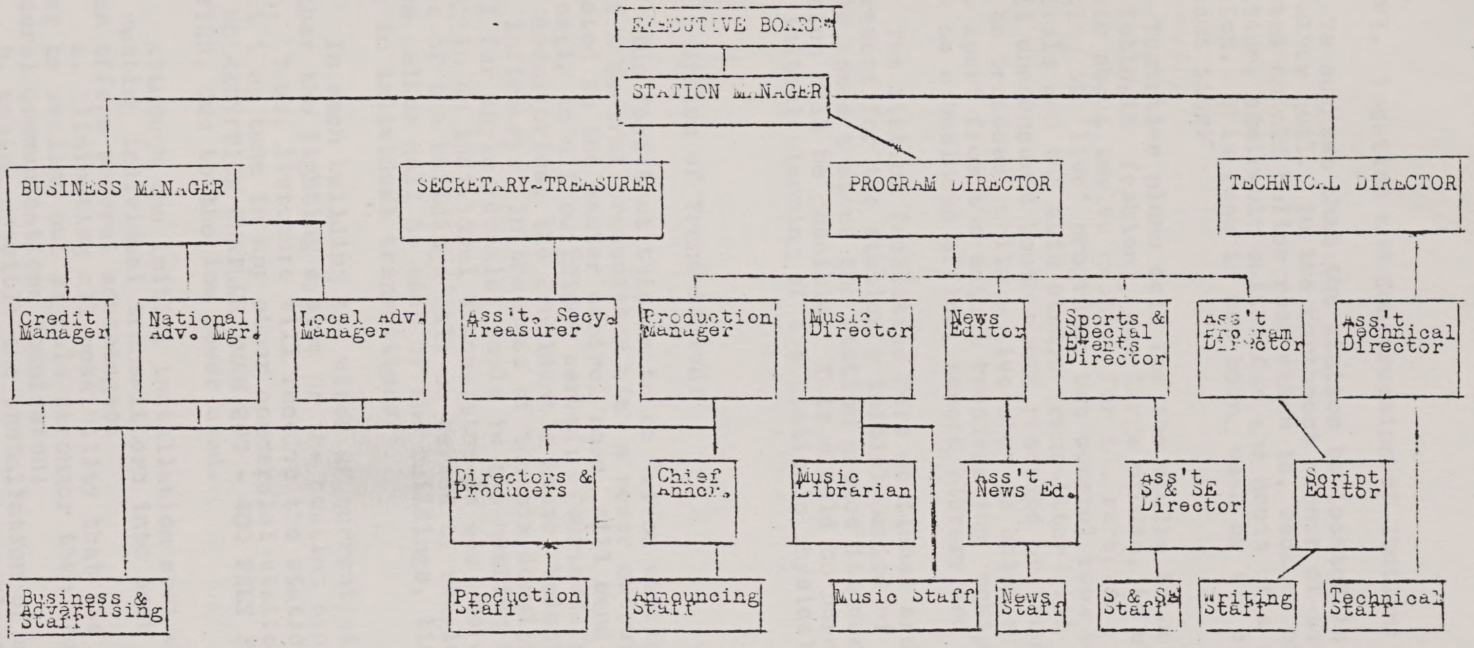
Public Speaking: Announcing, extemporaneous speaking in discussion groups, and the preparation of concise copy are all closely related to the work of this department.

Economics, Political Science, History, Geography, Philosophy, Psychology and Religion: Subjects relating to each of these departments will be included in the material for all kinds of round-tables, student-faculty discussions, debates, and radio talks. News broadcasts and analyses can also aid the work of these departments.

Science and Math: It is hoped that aid from the physics department may help solve engineering problems that arise and that science majors will find the technical work in the studio a valuable training ground. A weekly 'Science Review' broadcast is also contemplated.

Physical Education: In addition to broadcasts of important games played away, some of the intramural championship matches may be aired. Weekly sports programs will feature prelims, summaries, and coach and team interviews--also pregame interviews with visiting coaches and teams.

AMHERST COLLEGE BROADCASTING STAFF -- ORGANIZATIONAL PLAN



*EXECUTIVE BOARD consists of the five officers whose titles appear in capital letters, in addition to the ADMINISTRATION REPRESENTATIVE appointed by President Cole and a MEMBER-AT-LARGE elected by the members of the system.

Because of the complication of activities involved in the operation of a radio station and the additional difficulties presented by the functioning of so large an organization in such limited physical space, it is a strict necessity that this table of organization be adhered to throughout all phases of operation, particularly those involving program and production. Each member is at all times directly responsible to the person in the echelon above him, and directly responsible for the person or persons in the echelon below him.

VI. Location and Construction of Station:

We suggest that the station be located in the basement of Walker Hall. In the northeast corner of the basement is located an old boiler room which is, because of its central location, admirable suited for the needs of a campus radio station. This room is not being used by the college at the present time.

Tentative plans call for the studio to be laid out in the following fashion; one large studio, to comfortably accomodate about twelve people, for the rehearsing of and broadcasting of 'live' programs; one control room where all station controls and the main studio transmitter will be located; one small announcer's booth where recorded or transcribed shows can be broadcast while a live show is being rehearsed. A room apart from the actual broadcasting equipment will be used as a business office, record library and waiting room.

The station facilities here mentioned are the minimum requirement for the station's initial period of operation, but it is hoped that as the station proves its worth further expansion will be possible. This should be borne in mind in the initial planning of the station's physical layout.

VII. System of Transmission:

The fact that this is to be 'wired wireless' radio means that a central transmitter with a power output of 20 watts, located in the master control room, will send out rf current directly to all buildings served: fourteen fraternity houses, six dormitories, the President's house, Valentine Hall and the Infirmary. In the case of the six dormitories, the plans call for laying coaxial cable in the heating tunnels, terminating in an individual transmitter in each dormitory. The balance of the buildings will be served by renting telephone lines from Walker Hall to each of the buildings, likewise terminating in individual transmitters.

In each building the wired RF current will be coupled to either the lighting system or the heating system of the building. Thus, listeners will receive the station in the same way that they tune in any other commercial station, but there will be NO RECEPTION FURTHER THAN 200 - 400 FEET FROM THE TRANSMITTER, due to the low power used.

Although the initial installation cost will be increased by putting individual transmitters into each building, the plan offers several advantages:

a. Eliminating all possibility that the station would ever be sending out signals stronger than those allowed by the Federal Communications Commission;

b. Making possible the installation of a radio station without cluttering up any part of the college community with wires strung above the ground;

c. Assuming the continuous operation of the station since only one building would lose reception if a transmitter should fail;

d. Simplifying the problem of maintenance.

VIII. Finance

a. Initial Cost Estimate

The estimated cost of equipment and its installation (exclusive of telephone lines) is $1983.50. This figure covers studio equipment, 2 microphones, 1 record turntable (2 needed), 22 individual transmitters and a monitoring system.

The cost of remodeling in the basement of Walker Hall will be approximately $500. This will include soundproofing the one main studio and control room, flooring, paint and such furnishings as are needed. Since a great deal of the work can be done with student help, the above figure may be reduced somewhat.

The additional turntable needed will cost a mixiumum of $194.00.

Thus:

Equipment and installation	$1983.50
Studio remodeling	500.00
Additional turntable	194.00
ESTIMATED TOTAL COST	$2677.50

The cost of the telephone lines is only that of a monthly charge (in the neighborhood of $50) and is therefore not included in the initial expense estimate. The telephone company assumes responsibility for all installation and maintenance of these lines.

b. Station Income and Operating Expense

The expense of the stations operation will be very small, the largest single item being the monthly charge for rented phone lines. Other expenses will be for office supplies, additional equipment, and the improvement of station facilities such as the record library.

It would not be advisable at this time to predict the income from local and national advertising. However, basing a tentative rate on a figure lower than that charged by the campus radio at Brown University, a weekly station income of $420 per week can be obtained with an average of only three sponsored hours per broadcasting day.